

FAX# 323-937-2481
OCT22/12 13.12
HARRIS REPORT FROM REP
CHANGES ** WFTV-TV ***

REP. # _____ OFF. # 78 SALESMAN # _____
BUYER NAME RANDE LEVINE
SALES PRSN LA- MICHAEL WARD

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	CLASS: NATL.	LOCAL	REGIONAL
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(CHE)

DATE OCT22/12 13.12

REVIEW TO SHOW OK FOR M2 = SEE LINES 17 & 26-28 FOR REVISION
REJECTED M1. NA SPOTS WERE MOVED TO NEW MAKEGOOD M2
NCIT...TTL REMAINS: \$90,044
PLS CONF
1ST MG OFFER STARTS TOMORROW, 10/23!!!
THANKS LINDA FOR MICHAEL 10/22

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4Q12 NON-CANDIDATE AVAIL. 30 MINUTES SEPARATION. FLIGHT 10/23-10/29

AGENCY ADVERTISER CODE = FREEDOM AGENCY EST# = 424
AGENCY PRODUCT CODE = PAC

17	SZ	1100P-1135P	15	\$1,750.00	10/23	10/28	0	TU-SU
PROGRAM : EYEWITNESS NEWS AT 11P								
RA35+ : 3.8								
ORD COM1: 10/22-MOVE 6X TO NEW MG PKG IN LINES 26-28								
CON COM1: RUN 1X PER DAY. STAND ALONE :15								

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

26	A		1100P-1135P	15		\$1,750.00	10/23	10/28	5		TU-F,SU	5
PROGRAM : EYEWITNESS NEWS AT 11P												
RA35+ : 3.8												
ORD COM1: LN AIRS LATE ON SAT DUE TO NCAA FOOTBALL												
CON COM1: RUN 1X PER DAY. STAND ALONE :15												
THIS IS A MAKE-GOOD FOR OCT23 ON LINE-17 FOR 6 SPOTS/WK												

27	A		1130P-1205A	15		\$1,460.00	10/27	10/27	1		SAT	1
PROGRAM : SAT LN AFTER NCAA FB												
RA35+ : 3.0												
ORD COM1: LN AIRS LATE ON SAT DUE TO NCAA FOOTBALL												
CON COM1: STAND ALONE :15												
PART OF A MAKEGOOD MADE UP OF LINES 26-28												

28	A		105A-205A	15		\$290.00	10/28	10/28	1		SUN	1
PROGRAM : CSI MIAMI												
RA35+ : 0.4												
ORD COM1: LN AIRS LATE ON SAT DUE TO NCAA FOOTBALL												
CON COM1: STAND ALONE :15												
PART OF A MAKEGOOD MADE UP OF LINES 26-28												

STATION MAKEGOOD OFFERS:

M1	REJECT	BUY#17	MISSED: TU-SU/1100P-1135P	OCT23(6/WK)	15S	\$1,750.00	(OCT22/12)
			OFFER: TU-F, SU/1100P-1135P	OCT23(6/WK)	15S	\$1,750.00	PLS ADVISE.
CMT: NEWS LATE ON SAT DUE TO COLLEGE FBALL.							
CMT: *RJT. NA SPOTS MOVED TO NEW MAKEGOOD M2*							

M2	OK'D	BUY#17	MISSED: TU-SU/1100P-1135P	OCT23(6/WK)	15S	\$1,750.00	(OCT22/12)
			OFFER: TU-F, SU/1100P-1135P	OCT23(5/WK)	15S	\$1,750.00	PLS ADVISE.
			& SAT/1130P-1205A	OCT27	15S	\$1,460.00	
			& SUN/105A-205A	OCT28	15S	\$290.00	
CMT: LN AIRS LATE ON SAT DUE TO NCAA FOOTBALL							

OCT/12	74974.00	NOV/12	15070.00	CONTRACT TOTAL	90044.00
				TOTAL SPOTS	61

MARKET TOTALS \$155,248	WFTV 58%	WKMG 25%	WESH 0%	WOFL 17%	WKCF 0%	WRBW 0%	CABL 0%
	WOPX 0%	WRDQ 0%	EFTV 0%				

SVC- NSI BOOKS- NOV/PJ EST/ES
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-DATE Y-DAYS Z-COMMENTS *-NOTED PGM